



Peerless-AV® Appoints Rob McKenna as National Account Manager for CI, Retail, and eCommerce

Aurora, IL – September 1, 2026 – [Peerless-AV®](#), a leading innovator in professional display and mounting solutions, has announced the expansion of its CI, retail and ecommerce team with the appointment of [Rob McKenna](#) as National Account Manager. McKenna brings 37 years of consumer electronics industry experience to the role, further strengthening Peerless-AV's growth strategy across key commercial and residential channels.

McKenna joins Peerless-AV with an extensive track record of building high-value retail and custom business throughout the CI channel at industry-leading organizations. McKenna is known industry-wide for deep expertise in navigating complex, evolving go-to-market strategies at scale. Bringing McKenna is part of the strategic vision for growing the CI share of business per Earl Naegele, Head of CI, retail, and eCommerce "Rob brings a strong combination of industry expertise, channel knowledge, and customer-first leadership that makes him an excellent fit for Peerless-AV. As we continue to grow across CI, retail, and eCommerce, we were looking for someone who understands how to build strong partner relationships and help drive strategic growth in these key areas, and Rob is exactly that person."

In his new role, McKenna will be responsible for managing and expanding key account relationships across custom integration, retail, and eCommerce channels. His appointment reflects Peerless-AV's continued commitment to strengthening its partnerships and accelerating digital growth in an increasingly competitive marketplace.

McKenna said, "Timing is everything, and coming on board right now couldn't be more exciting. The groundwork has been laid, the award-winning product lineup is sharper than ever, and all the right tools are at our fingertips. I'm thrilled to get started working closely with our key CI, retail, and distribution partners to build on our successes."

Over his first 6 to 12 months, McKenna will prioritize deepening relationships with existing account partners, identifying immediate growth opportunities within each channel, and establishing a strategic framework for scalable long-term account development.

About Peerless-AV

Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, completely integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-AV.com.

Please direct any queries to:

Carrie McKenzie-Bush, Director of Marketing

331-300-1192

cbush@peerless-av.com